DOCUMENT RESUME

ED 295 511 HE 021 295

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TITLE Estimated Demand for Michigan's College and University Graduates of 1988.
INSTITUTION Michigan State Univ., East Lansing. Placement Services.
PUB DATE 25 Jan 88
NOTE 9p.
AVAILABLE FROM Michigan State University, Placement Services, 113 Student Services Building, East Lansing, MI 48824-1113 ($5.00).
PUB TYPE Reports - Research/Technical (143)

EDRS PRICE MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS Associate Degrees; Bachelors Degrees; *College Graduates; *Demand Occupations; Doctoral Degrees; *Education Work Relationship; Employment Opportunities; *Employment Projections; Higher Education; *Labor Market; Majors (Students); Masters Degrees; Private Colleges; Public Colleges
IDENTIFIERS *Michigan

ABSTRACT

Ratings of the projected demand for Michigan's college graduates of 1988 are presented by degree level and field of study. The ratings by placement directors and career planning counselors at Michigan two- and four-year colleges were based on evaluation of current labor market conditions. Responses were received from 75 individuals representing 45 two-year public institutions, public four-year institutions, and private two- and four-year institutions. The rating scale ranged from 1 (many more graduates than available jobs) to 5 (many more job opportunities than graduates available). Ratings grouped by major program titles tended to cluster around 'good' and 'very good': jobs are available for this year's college graduates, but some graduates may be unhappy with their options; however, graduates should be able to find gainful employment. A detailed breakdown of demand for graduates by reported majors is included. (SW)

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# ESTIMATED DEMAND FOR MICHIGAN'S COLLEGE AND UNIVERSITY GRADUATES OF 1988

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January 25, 1988

Published by the
Collegiate Employment Research Institute
*Placement Services*
Michigan State University
113 Student Services Building
East Lansing, Michigan 48824-1113
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## Acknowledgements

Special thanks are extended to the career planning and placement personnel at Michigan colleges and universities who assisted with this research effort.

Adrian College (1)
Albion College (2)
Alpena Community College (1)
Bay De Noc Community College (1)
Calvin College (1)
Central Michigan University (4)
Davenport College of Business - Kalamazoo (2)
Delta College (1)
Eastern Michigan University (9)
Ferris State College (1)
Grand Rapids Junior College (1)
Grand Valley State University (3)
Henry Ford Community College (1)
Highland Park Community Coll (1)
Hope College (1)
Jackson Community College (1)
Jordon College (1)
Kalamazoo College (1)
Kirkland Community College (1)
Lake Michigan College (1)
Lake Superior College (1)
Lansing Community College (1)
Madonna College (3)
Michigan State University (6)
Michigan Tecnhology (2)
Mid-Michigan Community Coll (1)
Monroe County Community Coll (1)
Montcalm Community Coll (1)
Muskegon Business College (1)
North Central Michigan College (1)
Northern Michigan University (1)
Northwestern Michigan College (1)
Northwood Institute (1)
Oakland University (1)
Saginaw Valley State College (3)
Siena Heights College (1)
Southwestern Michigan College (1)
Spring Arbor College (1)
University of Michigan-Ann Arbor (1)
University of Michigan-Dearborn (2)
Walsh College (1)
Wayne State University (3)

Also appreciated were the efforts of the following Institute staff who assisted with the collection of data, analysis of returns, and preparation and distribution of this final report.

Jeffery L. Sawin:
Research Assistant

William R. Mattes:
Research Assistant

Placement Services is a Division of
Student Affairs and Services
Michigan State University


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**Estimated Demand**
**for Michigan's College and University Graduates**
**of 1988**

Placement directors and career planning counselors at Michigan two- and four-year colleges and universities were requested to rate the demand situation for 1988 graduates of each academic program offered by their respective institutions. The rating scale ranged from 1 (many more graduates than available jobs) to 5 (many more job opportunities than graduates available). An option for two-year institutions was college bound (CB) where the majority of graduates will continue their education at a four-year institution.

Responses were received from 75 individuals representing 43 institutions. The institution response rate was 30% (13) from two-year public institutions, 32% (14) from public four-year institution, and 38% (16) from private two- and four-year institution.

Ratings were grouped as follows:

Excellent (greater then 4.5): Many more job opportunities than graduates available
Very Good (3.51 - 4.49): Slightly more job opportunities than graduates available.
Good (2.51 - 3.50): About as many jobs available as graduates.
Fair (1.51 - 2.50): Slightly more graduates than available jobs.
Poor (less than 1.5): Many more graduates than available jobs.

The best way to describe this year's job market would be steady. When grouped by major program titles (Table 1), ratings tended to cluster around 'good' and 'very good.' Jobs are available for this year's college graduates, but some graduates may be unhappy with their options; however graduates should be able to find gainful employment. A more detailed breakdown by reported majors can be found in Table 2.

Comparing this year's ratings with last year's suggests some changes for certain fields; strong trends cannot be discerned because the mix of responses varied slightly from last year. It appears that engineering opportunities are improving, particularly for chemical and electrical engineering. Education graduates with majors in various fields such as special education, mathematics, and the sciences face a strong market. Also expected to face a very good market will be graduates from health services (nursing and geriatric services), speech/audiology, and business, especially banking, finance, and accounting majors. Recreation and hospitality graduates may find slightly tighter job markets dropping from 'very good' to 'good'. For arts, languages, and area studies graduates, jobs within these fields will be hard to find.

The ratings generally reflect the demand within a specific field of study. For example, the ratings for a psychology graduate with a bachelor's degree primarly captures the market in psychology-related occupations. For these and similarly related graduates, consideration needs to be given to a wider array of job opportunities, such as retail management or insurance sales, where the skills of these graduates can be applied. Graduating college students need to be encouraged to keep their job options flexible, especially if they find themselves in a low-demand field.

# Table 1

## Summary of Demand for Major CIP Groups by Degree Level

| Code | Program Title | Levels of Education | | | |
|---|---|---|---|---|---|
| | | Associates | Bachelors | Masters | Doctors |
| 0 | Apprenticeship Training | Very Good | --- | --- | --- |
| 1 | Agribusiness And Agricultural Production | Fair | Fair | Good | Good |
| 2 | Agricultural Science | Very Good | Good | Good | Good |
| 3 | Renewable Natural Resources | Fair | Fair | Good | Good |
| 4 | Architecture and Environmental Design | Good | Fair | Fair | --- |
| 5 | Area and Ethnic Studies | Fair | Poor | Poor | --- |
| 6 | Business and Management | Good | Good | Very Good | Excellent |
| 7 | Business and Office Systems | Very Good | Very Good | --- | --- |
| 8 | Marketing and Distribution | Good | Very Good | --- | --- |
| 9 | Communication Technologies | Fair | Fair | Fair | Good |
| 10 | Communications | Fair | Good | --- | --- |
| 11 | Computer and Information Sciences | Good | Good | Very Good | Very Good |
| 12 | Consumer, Personal, and Miscellaneous Services | Good | --- | --- | --- |
| 13 | Education | Good | Good | Good | Good |
| 14 | Engineering | Good | Good | Good | Very Good |
| 15 | Engineering and Related Technologies | Good | Good | Excellent | --- |
| 16 | Foreign languages | Fair | Fair | Fair | Poor |
| 17 | Allied Health | Very Good | Good | Very Good | --- |
| 18 | Health Services | Very Good | Good | Very Good | Very Good |
| 19 | Home Economics | Fair | Fair | Fair | --- |
| 20 | Vocational Home Ecomomics | Very Good | Good | --- | --- |
| 21 | Industrial Arts | Poor | Good | --- | --- |
| 22 | Law | Good | Very Good | Excellent | Very Good |
| 23 | Letters | Fair | Fair | Fair | Fair |
| 24 | Liberal/General Studies | Good | Fair | Fair | --- |
| 25 | Library and Archival Sciences | Fair | Fair | Good | Good |
| 26 | Life Sciences | Good | Good | Good | Very Good |
| 27 | Mathematics | Good | Good | Very Good | Very Good |
| 30 | Multi/Interdisciplinary Studies | Good | Good | Fair | --- |
| 31 | Parks and Recreation | Fair | Good | Good | Good |
| 34 | Health-Related Activities | Good | --- | --- | --- |
| 38 | Philosophy and Religion | Poor | Fair | Poor | Fair |
| 39 | Theology | Fair | Fair | Fair | --- |
| 40 | Physical Sciences | Good | Good | Good | Very Good |
| 41 | Science Technologies | Good | Excellent | --- | --- |
| 42 | Psychology | Fair | Fair | Very Good | Good |
| 43 | Protective Services | Good | Good | Very Good | --- |
| 44 | Public Affairs | Good | Good | Good | Very Good |
| 45 | Social Sciences | Fair | Fair | Poor | Fair |
| 46 | Construction Trades | Fair | --- | --- | --- |
| 47 | Mechanics and Repair | Good | --- | --- | --- |
| 48 | Precision Production | Good | Very Good | --- | --- |
| 49 | Transportation and Material Moving | Good | Fair | --- | --- |
| 50 | Visual and Performing Arts | Fair | Fair | Fair | Good |

# Table 2
# Reference Guide to Demand for 1988 College Graduates

## Associate's Degree

**Excellent**

Audiology
Biological and Physical Sciences
Civil Technologies, Other
Court Reporting
Dental Hygiene
Misc. Health Services, Other
Nursing, General
Nursing Assisting
Physical Therapy Assisting
Radiograph Medical Technology
Receptionist and Communication Oper.
Respiratory Therapy
Restaurant Management

**Very Good**

Adult Education Administration
Aircraft Mechanics
Airplane Piloting and Navigation
Audiology and Speech Pathology, Other
Automotive Mechanics
Automotive Technology
Chef/Cook
Chemistry, General
Clothing, Apparel Production, General
Corrections
Criminal Justice Administration
Data Processing
Dental Assisting
Dentistry, General
Diesel Engine Mechanics
Drafting and Design Technology
Electromechanical Technology
Fashion Merchandising
Food Service
Graphic Design
Heavy Equip. Maintenance and Repair
Information Sciences and Systems
Landscape Architecture
Marketing Management
Mechanics and Repairers, Other
Medical Assisting
Medical Laboratory Technology
Medical Records Technology
Medicine, Other
Mental Health/Human Services Assisting
Office Supervision and Management
Petroleum Technology
Physical Sciences, Other
Plastic Technology
Practical Nursing
Public Relations
Quality Control Technology
Respiratory Therapy Technology
Sanitation Technology
Secretarial, Executive
Secretarial, Legal
Secretarial, Medical
Secretarial and Related Programs
Stenographic
Surgical Technology
Teacher Aide
Tool and Die Making
Water and Wastewater Technology
Word Processing

**Good**

Accounting
Accounting, Bookkeeping, General
Accounting and Computing
Aeronautical Technology
Agribusiness and Agricultural Production
Air Condition, Heating and Refridg. Tech.
Architectural Drafting
Architectural Interior Design Tech.
Architecture
Art Education
Automotive Body Repair
Banking and Finance
Bookkeeping
Business Admin. and Mgt, General
Business and Office, Other
Business Data Entry Equipment
Business Data Processing
Business Data Programming
Business Education
Business Statistics
Business Systems Analysi
Cardiopulmonary Technology
Child Development, Care and Guidance
Child Care Aide
Civil Engineering
Clerk Typist
Commercial Art
Communication Technologies, Other
Computer Applications
Computer Engineering
Computer Science, General
Computer Technology
Correctional Adminstration
Cosmetology
Criminal Justice
Drafting, Technology
Education, English
Education, Foreign Languages
Electrical Engineering
Electrician
Electronic Technology
Elementary Education
Emergency Medical Technology
Engineering
Engineering Technology
Graphic and Printing Comm. General
Home Furnishings Aide
Hotel/Motel Management
Humanities and Social Sciences
Illustration Design
Industrial Arts Education
Industrial Design
Industrial Engineering
Industrial Technology
Industrial Management
Law Enforcement
Liberal Studies
Life Sciences
Machine Tool Operation/Machine Shop
Management Science
Manufacturing Technology
Marketing, General
Mathematics Education
Meatcutting
Mechanical Design Technology
Mechanical Drafting
Medical Office Supply
Merchant Marine Officers
Metallurgical Technology
Occupational Therapy
Occupational Therapy, Assisting
Optometry
Physical Science, General
Physical Therapy
Physics
Retailing
Sales
Science Education
Secondary Education
Transportation and Material Moving
Transportation Management
Typing, General Office
Welding, Brazing and Soldering

**Fair**

Agricultural Business & Mgt. General
Anthropology
Architectural Design and Construction Tech.
Area Studies
Bible Studies
Biology
Business and Personal Services Marketing
Business Computer Operation
Carpentry
Chemistry Technology
Clinical Pastoral Care
Communication Electronics
Computer Programming
Construction Trades, Other
Diagnostic and Treatment Services, Other
Economics
Education Administration, Other
Electrical Repair, General
Emergency Medical Technology Paramedic
English, General
Family Resource Management
Financial Services Marketing, General
Fire Control and Safety Technology
Fire Protection, Other
Foreign Languages, Multiple Emphasis
Forestry and Related Sciences, General
French
Funeral Services
Geology
German
Graphic Arts Technology
History
Home Furnishings and Equip, General
Home Economics, General
Industrial Equip. Maint. and Repair
Interior Design
International Business Management
Legal Assisting
Library and Archival Sciences
Major Appliance Repair
Material Handling
Mathematics, General
Mechanical Engineering
Medical Technology
Music, General
Music Education
Oceanography
Office Products and Equip. Marketing
Personal Services, General
Physical Education
Political Science and Government
Psychology, General
Public Policy Studies
Radio and Television Prod. and Broadcasting
Real Estate, General
Real Estate Appraisal
Renewable Natural Resources, General
Savings and Loan Marketing
Security Services
Sheet Metal
Small Business Management
Small Engine Repair
Social Sciences, General
Social Work, General
Sociology
Soil Sciences, General
Spanish
Speech, Debate and Forensics
Teacher Education, Other
Tourism
Welding Technology
Woodworking, General

**Poor**
Art History
Astrophysics
Banking Marketing
Crafts, General
Dance
Dramatic Arts
Fine Arts, General
Graphic Arts
Instrumentation Technology
Journalism
Mental Health/Human Services Tech.
Music History and Appreciation
Music Theory and Composition
Occupational Safety and Health Tech.
Optometric Technology
Painting
Personnel Management
Philosophy and Religion, Other
Photographic Technology
Transportation and Travel Marketing

**College Bound**
Agriculture Technology
Agriculture Transfer
Art
Biology
Business Education
Chemistry
Computer Technology
Electronics Technology
Elementary Education
English
General Studies
History
Industrial Technology
Journalism
Key Punch
Law Enforcement
Liberal Arts
Mathematics
Music
Physical Education
Physical Science
Physics
Political Science
Pre-Dentistry
Pre-Law
Pre-Medicine
Pre-Pharmacy
Pre-Veterinary
Pre-Engineering
Pre-Professional
Psychology
Public Adminstration
Secondary Education
Social Science
Sociology
Veterinary Medicine

## Bachelor's Degree Graduates

**Excellent**
Business Data Processing
Chemical Technology
Court Reporting
Education of the Emotionally Handicapped
Hotel/Motel Management
Industrial Production Tech. Other
Legal Assisting
Medical Assisting
Nursing, General
Radiograph Medical Technology
Speech Language Pathology Audiology

**Very good**
Accounting
Agricultural Education
Banking and Finance
Biochemistry and Biophysics
Chemical Engineering
Chemistry, General
Child Development, Care and Guidance
Community Services
Construction
Corrections
Education of the Deaf and Hearing Impaired
Education of the Mentally Handicapped
Education of the Physically Handicapped
Education, Reading
Electrical and Electronic Tech.
Electrical Engineering
Electrical Engineering Tech.
Engineering, General
Engineering Mechanics
Geriatrics
Graphic and Printing Comm. General
Individual and Family Development
Industrial Sales
Management Science
Manufacturing Tech.
Marketing
Marketing and Distribution
Mathematics Education
Mechanical & Related Technologies
Mental Health/human Services, Other
Occupational Therapy
Osteopathic Medicine
Physical Chemistry
Physical Therapy
Plastics Technology
Product Management
Pure Mathematics
Recreational Therapy
Special Education, General
Special Learning Disabilities
Techical Education
Toxicology

**Good**
Aeronautical Technology
Aerospace, Astronautical Engineering
Agricultural Economics
Agricultural Engineering
Allied Health
Architectural Design and Construction Tech.
Astrophysics
Automotive Technology
Bilingual/Bicultural Education
Biological and Physical Sciences
Business Admin. and Mgt.
Business and Management
Business and Personal Services Marketing
Business Education
Business Statistics
Business Systems Analysis
City, Community and Reg. Planning
Civil Engineering
Civil Technology
Clothing and Textiles
Communications
Communicative Technology
Computer Engineering
Computer Science
Criminal Justice
Criminology
Data Processing
Drafting and Design Tech.
Drawing
Education, Other
Education, Elementary
Education of the Visually Handicapped
Electromechanical Technology
Energy, Power, and Transportation
Energy Conservation and Use Technology
Engineering Technoogy
Executive Secretarial
Exercise Physiology
Family Resource Management
Farm and Ranch Management
Fashion Merchandising
Food Sciences, General
Food Service
Foreign Languages, Other
Foreign Languages, Education
Funeral Services
Geriatric Services
Graphic Arts
Graphic Arts Technology
Graphic Design
Health Services, General
Horticulture Science
Hospitality and Recreation Marketing, Other
Illustration Design
Industrial Arts, Other
Industrial Arts Education
Industrial Design
Industrial Engineering
Industrial Technology
Information Sciences and Systems
Instrumentation Technology
Insurance Marketing, General
Investments and Securities
Landscape Architecture
Law Enforcement
Legal Secretarial
Management Information Systems
Marine Biology
Marine Engineering
Marketing Management
Materials Engineering
Mathematics, General
Mechanical Engineering
Medical Laboratory Technology
Medical Technology
Metallurgical Engineering
Microbiology
Multi/Interdisciplinary Studies, Other
Music, General
Music, Education
Nuclear Engineering
Office Supervision and Management
Organizational Behavior
Parks and Recreation, General
Personnel Management
Physics, General
Physiology, Human and Animal
Retailing
Sanitation Technology
Science Education
Security Services
Social Work, General
Statistics
Student Counseling
Systems Engineering
Trade and Industrial Supervision and Mgt.
Word Processing

**Fair**
Adult Education
Advertising
Entomology
Environmental Health Engineering
Nutritional Education
Occupational Safety and Health Technology

**Fair (Continued)**

Agribusiness and Agricultural Production
Agricultural Business
Agronomy
Animal Sciences, General
Anthropology
Area Studies, Other
Art Education
Aviation Management
Biology, General
Biomedical Equipment Technology
Botany, General
Business Economics
Clinical Health Sciences
Clothing Management
Consumer Education
Crafts
Dance
Design
Dietetics
Dramatic Arts
Driver and Safety, Education
Earth Science
Economics
Education, Junior High
Education, Marketing and Distribution
Emergency Medical Technology Ambulance
Engineering Science
English, General
English, Education
Family Relations
Fiber/Textiles/Weaving
Fire Control and Safety Technology
Fire Protection Administration
Firefighting
Fisheries
Food Distribution
Forestry and Related Sciences
French
Geography
Geological Engineering
Geophysics and Seismology
German
Greek
Health Education
History
Home Economics, General
Home Economics Education
Interior Design
International Relations
Journalism
Labor/Industrial Relations
Library Science
Life Sciences, Other
Literature, American
Literature, English
Metal/Jewelry
Mining and Mineral Engineering
Music Therapy
Operations Research
Ophthalmic Services
Painting
Parks and Recreation Mgt.
Philosophy and Religion
Photography
Physical Education
Physical Sciences, General
Political Science and Government
Psychology, General
Public Administration
Radio/TV General
Real Estate, General
Renewable Natural Resources
Sculpture
Secondary Education
Social Psychology
Social Science, Education
Social Sciences, General
Sociology
Solar Heating and Cooling Technology
Spanish
Teacher Education, Other
Tourism
Urban Studies
Vehicles and Petroleum Marketing, General
Visual and Performing Arts, Other
Zoology, General

**Poor**

African Studies
Afro-American Studies
American Studies
Arabic
Archeology
Asian Studies, General
Baltic Languages
Business Home Economics
Cinematography/Film
Conservation
Ecology
European Studies
Fine Arts, General
Geology
Greek Modern
Health Care Administration
Health Sciences, Other
Hebrew
Hispanic-American Studies
Human Resources Development
Humanities and Social Sciences
International Business Management
Italian
Latin
Latin American Studies
Liberal Studies
Linguistics
Medical Illustration
Medical Laboratory
Music Performance
Music Theory and Composition
Petroleum Engineering
Philosophy
Public Relations
Religion
Russian
Russian and Slavic Studies
Slavic Languages
Speech, Debate and Forensics
Wildlife Management

## Master's Degree Graduates

**Excellent**

Accounting
Allied Health, Other
Anesthesiology
Clinical Psychology
Engineering, Other
Industrial and Organ. Psychology
Law
Law-Other
Management Science, Other
Manufacturing Technology
Maternal/Child Health
Medical Surgical
Nursing, General
Parks and Recreation, Other
Pharmacy
Psychiatric/Mental Health
Public Health
Speech, Language, Pathology, Audiology
Specific Learning Disabilities
Transportation Management

**Very Good**

Analytical Chemistry
Banking and Finance
Chemistry, General
Composition
Computer Engineering
Computer Science, General
Educational Media
Educational Supervision
Electrical Engineering
Engineering Mechanics
Experimental Psychology
Hotel/Motel Management
Inorganic Chemistry
Library and Archival Sciences
Marketing Management
Mathematics, General
Mechanical Engineering
Music Education
Nursing, Other
Operations Research
Organic Chemistry
Parks and Recreation, General
Pharmacology, Human and Animal
Physical Chemistry
Psychology, General
Pure Mathematics
Special Education, General
Statistics
Taxation

**Good**

Adult Education
Aerospace, Aeronautical & Astronautical Eng.
Agricultural Economics
Agricultural Engineering
Bacteriology
Bilingual/Bicultural Education
Biochemistry and Biophysics
Bioengineering and Biomedical Eng.
Biology, General
Biometrics and Biostatistics
Business Administration and Management
Business Economics
Chemical Engineering
Civil Engineering
Communications
Community College Education Admin.
Educational Testing and Evaluation
English, General
Exercise Physiology
Family Resource Management
Food Sciences, General
Forestry and Related Sciences, General
Geological Engineering
Geophysics and Seismology
Higher Education Admin.
Horticulture Science
Immunology
Industrial Arts Education
Industrial Engineering
Journalism
Labor/Industrial Relations
Library Science
Mathematics Education
Medical Technology
Metallurgical Engineering
Microbiology
Music Therapy
Nuclear Engineering
Occupational Therapy
Organizational Behavior
Personnel Management
Reading Education
Science Education
Social Work, General
Speech Pathology/Audiology
Student Counseling
Systems Engineering
Teacher Education, Other

**Good (Continued)**
Criminal Justice Studies
Curriculum and Instruction
Education of the Visual Handicapped
Marine Engineering
Materials Engineering
Veterinary Medicine
Wildlife Management

**Fair**
Advertising
Agribusiness and Agricultural Production
Agronomy
Art Education
Art History and Appreciation
Biological and Physical Sciences
Business Education
City, Community and Regional Planning
Clinical Microbiology
Creating Writing
Dramatic Arts
Economics
Education
Education Admin. General
Elementary and Secondary Ed Admin.
Elementary Education
English Education
Family Relations
Fine Arts, General
Foriegn Languages, Education
French
Geology
Home Economics, General
Individual and Family Development, General
Interior Design
Italic Languages, Other
Junior High Education
Liberal Studies
Mining and Mineral Engineering
Music, General
Music Performance
Physical Education
Physics, General
Pre-Elementary Education
Psychology, Other
Public Administration
Public Relations
Radio/TV General
Religious Education
Renewable Natural Resources, General
Russian
School Psychology
Social Foundations
Social Science Education
Social Sciences, General
Spanish

**Poor**
American Studies
Anthropology
Area Studies, Other
Botany, General
Classics
Comparative Literature
Earth Science
Eastern European Studies
Geography
German
Greek
Health Sciences, Other
History
Humanities and Social Sciences
Italian
Latin
Linguistics
Painting
Philosophy
Political Science and Government
Sculpture
Sociology

## Doctoral and Professional Degree Graduates

**Excellent**
Accounting
Analytical Chemistry
Anatomy
Applied Mathematics
Banking and Finance
Business Admin. and Mgt.
Forestry and Related Sciences
Geography
Immunology
Inorganic Chemistry
Marketing Management
Medicine, Other
Nursing, General
Organic Chemistry
Pathology
Personnel Management
Pharmacology, Human and Animal
Pharmacy
Pure Mathematics
Statistics
Transportation Management

**Very Good**
Biochemistry and Biophysics
Chemistry, General
Clinical Psychology
Computer Engineering
Educational Testing and Evaluation
Electrical Engineering
Engineering Mechanics
Law
Materials Engineering
Mechanical Engineering
Metallurgical Engineering
Microbiology
Physical Chemistry
Physiology, Human and Animal
Social Work, General
Systems Engineering

**Good**
Administration of Special Education
Aerospace, Aeronautical, and Astronautical Eng
Agribusiness and Ag Production
Agricultural Economics
Agronomy
Bioengineering and Biomedical Eng
Biology, General
Botany, General
Chemical Engineering
Civil Engineering
Communications
Computer Science General
Curriculum and Instruction
Developmental Psychology
Education Administration, General
Educational Media
Engineering
English, General
Experimental Psychology
Food Sciences, General
Higher Education Administration
Horticulture Science
Industrial and Organizational Psychology
Industrial Arts Education
Industrial Engineering
Library and Archival Sciences
Mathematics, General
Mathematics Education
Medicine, General
Music Education
Operations Research
Osteopathic Medicine
Parks and Recreation Management
Physics, General
Physiological Psychology
Psychology, General
Public Administration
Renewable Natural Resources, General
Science Education
Special Education, General
Speech Pathology/Audiology
Student Counseling
Teacher Education, Other
Technical Education
Trade and Industrial Education
Wildlife Management
Zoology, General

**Fair**
Agricultural Engineering
Dramatic Arts
Economics
Education, Other
Educational Statistics and Research
English Education
Entomology
Geology
Museology
Physical Education
Political Science and Government
Psychology, Other
Reading Education
School Psychology
Social Foundations
Social Psychology
Social Studies Education
Sociology
Veterinary Medicine

**Poor**
Anthropology
History
Literature, English
Philosophy